

CLAIMS

- 1 1. A method comprising
2 displaying information about proposed markdowns of retail
3 prices for items of commerce, the proposed markdowns being
4 based on a predefined objective function and on a predefined
5 automatic analysis,
6 enabling the user to cause changes in the automatic
7 analysis, and
8 displaying to the user information about an impact of the
9 changes on metrics associated with the items.
- 10 2. The method of claim 1 in which the metrics comprise sales
11 dollars, gross profit, or time when out of stock will occur.
- 12 3. The method of claim 1 in which the changes in the
13 automatic analysis include specifying a markdown price in place of
14 a markdown price determined by the automatic analysis.
- 15 4. The method of claim 1 in which the changes in the
16 automatic analysis include rejecting at least one of the proposed
17 markdowns.
- 18 5. The method of claim 1 in which the information displayed
19 about proposed markdowns includes the amounts of the
20 markdowns.
- 21 6. The method of claim 1 in which the information displayed
22 about proposed markdowns includes the costs of the markdowns.

Attorney Docket 10530-003001

- 23 7. The method of claim 1 in which the user can control the
24 status of the displaying of the markdowns to permit interaction
25 with the displayed information prior to committing to executing
26 markdowns.
- 27 8. The method of claim 1 in which the information about
28 proposed markdowns includes composite information about the
29 total impact of the markdowns.
- 30 9. The method of claim 1 in which the information about
31 proposed markdowns is displayed at a level selected by the user.
- 32 10. The method of claim 9 in which the level comprises
33 individual items, or items that belong to a style, or subdivisions or
34 division of a commercial operation.
- 35 11. The method of claim 1 in which the changes in the
36 automatic analysis comprise changes in the objective function or in
37 rules that govern the analysis.
- 38 12. The method of claim 1 in which the objective function
39 comprises optimizing gross margin dollars while targeting 100%
40 sell-through by an out-of-stock date.
- 41 13. The method of claim 1 in which the information about
42 proposed markdowns comprises a forecast of financial outcomes
43 by time period with respect to one or more of the items of
44 commerce.
- 45 14. The method of claim 13 in which the financial outcomes
46 include sales, inventory, or margin.

Attorney Docket 10530-003001

- 47 15. The method of claim 1 in which the information about
48 proposed markdowns comprises a what-if analysis that predicts
49 financial outcomes based on user indicated markdowns in a
50 succession of time periods.
- 51 16. The method of claim 15 in which the financial outcomes
52 include sales, inventory, or margin.
- 53 17. A user interface for a model that predicts optimal
54 markdowns of items of commerce, comprising
- 55 displayed rows, each row identifying an item or group of
56 items of commerce and showing markdown information for the
57 item or group, the markdown information including a markdown
58 price and a financial impact of the markdown price,
- 59 displaying an interactive element that enables a user to
60 propose a different markdown price for an item or group of items
61 than one provided automatically by a model,
- 62 displaying a second interactive element that enables a user
63 to select or reject a markdown price for each of the items or groups
64 of items displayed in the rows, and
- 65 displaying information about the aggregate financial impact
66 of the selected markdown prices for the items or groups of items.
- 67